

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

Your Website Has a New Job: **Building Trust in the Age of AI Search**

John Ryan Daniel, MBA

Senior Program Marketing Manager, UCLA Health

Hannah Patrzyk

Manager, Paid Media Fathom, an IQVIA business



Agenda

- How AI is changing the patient journey
- Why machine understanding affects patient trust
- How to make healthcare information understandable to AI
- How to measure progress and prepare for what comes next

Key Learning Objectives

1. Understand how AI is changing the role of the healthcare website
2. Discover how provider expertise, specialties, services, locations, and organizational relationships influence AI-generated responses
3. Learn how to turn your website into a semantic data layer that enables AI understanding



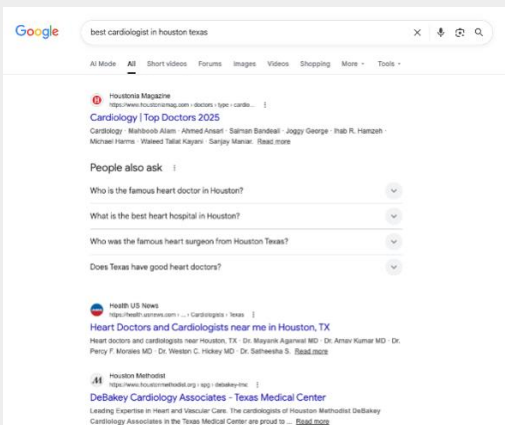
Society for Health Care
Strategy & Market
Development™

Hi, I'm
Martha van Berkel,
CEO  **Schema App**

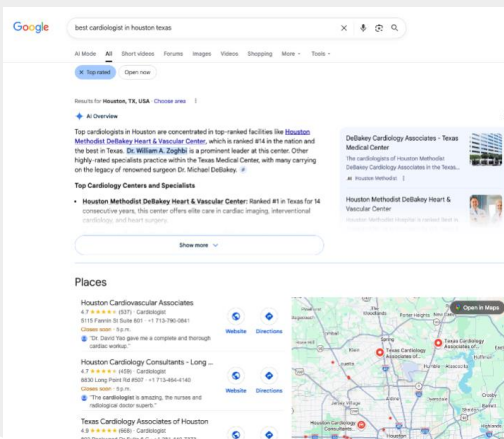


The Search Landscape Has Changed

Traditional Search



AI Search



Agentic Web

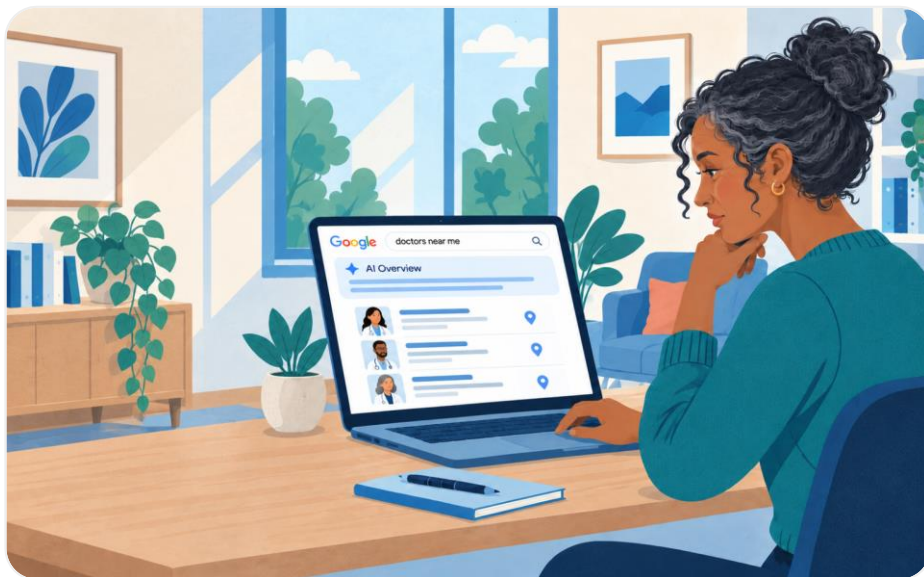
I want to book an appointment with a cardiologist in Houston, Texas, who also speaks Spanish. I am free anytime after 3 pm on weekdays. They also need to accept Aetna HMO.

I've booked you an appointment with **Dr. John Ramirez (4.9 stars)** at Houston Methodist DeBakey Cardiology Associates at 4 pm on Wednesday, February 18, 2026.

The patient journey now begins before your digital front door

66%

of patients* have used AI-generated summaries when researching health information



Source: Health Union, [2025 Connected Health Experiences and Perceptions of AI Survey \(n=6000+\)](#)



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Most teams are investing in solving the **wrong problem**

Visibility

“Are we showing up?”

 Peec AI

 SEMRUSH

 zip tie dev

 Profound



Understanding

“How are we shaping what it understands?”



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“Patients who encounter **inaccurate information** about a provider **online** are nearly **2.5x more likely to report lower trust in that health system.**”

Source: Press Ganey, 2025



Who are the top-rated pediatric neurologists near Baltimore specializing in epilepsy and accepts Aetna Medicare Advantage?



AI Mode →

Google Search

I'm Feeling Lucky


Menu

Hospital


Patient Care

[Home](#) > [Patient Care](#) > [Our Locations](#)

The Levi Watkins, Jr., M.D., Outpatient Center

Contact Us

The Johns Hopkins Hospital
 601 N. Caroline St
 Baltimore, MD 21287

[Google Map](#) | [Campus Map](#)

Phone: [410-955-5000](tel:410-955-5000)




Menu

MedicalTherapy


NEUROLOGY AND NEUROSURGERY
The Epilepsy Center

[Home](#) > [Neurology and Neurosurgery](#) > [Specialty Areas](#) > [Epilepsy](#)

Ketogenic Diet Therapy for Epilepsy

One of the oldest treatments for [epilepsy](#) is the classic **ketogenic diet**, which involves consuming high-fat foods and very few carbohydrates. Johns Hopkins is a longstanding pioneer in this mode of therapy.

In order to be successful, this therapy calls for strict compliance and plenty of patience, especially in the beginning. Most important, patients with epilepsy should only use the diet with the support of a knowledgeable ketogenic diet team, including a doctor and a licensed dietitian who can correctly calculate and monitor the diet for each individual.


Menu

Physician

[Back to search or New search](#)


Eric H. Kossoff, MD
 Pediatric Epilepsy Neurology - Neurology - Pediatric Neurology
[Complete New Patient](#)
 5.0 of 5 stars - 20 ratings, 15 reviews

[Highlights](#) | [About](#) | [Locations](#) | [Experience](#) | [Insurance](#) | [Reviews](#)

Highlights

Age Groups Seen Infant 0-2 • Child 3-12 • Adolescent 13-17 In-Network Plans View All Accepted Plans (10) Johns Hopkins Affiliations Johns Hopkins School of Medicine Faculty	Languages English Gender Male
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About Eric H. Kossoff
Professional Titles

- Director, Child Neurology Residency Program
- Director, Pediatric Ketogenic Diet Center

Primary Academic Title
 Professor of Neurology

 Johns Hopkins Physician

Background
 Dr. Eric Kossoff focuses on the diagnosis and treatment of childhood seizures and epilepsy, particularly treatments other than medications such as diet and neuromodulation. He is one of the world experts on dietary treatment for epilepsy. Ketogenic diet and its variants around the world about this therapy. His specific interests include the ketogenic diet, the modified Atkins diet for children and adults, infantile spasms, benign rolandic epilepsy.

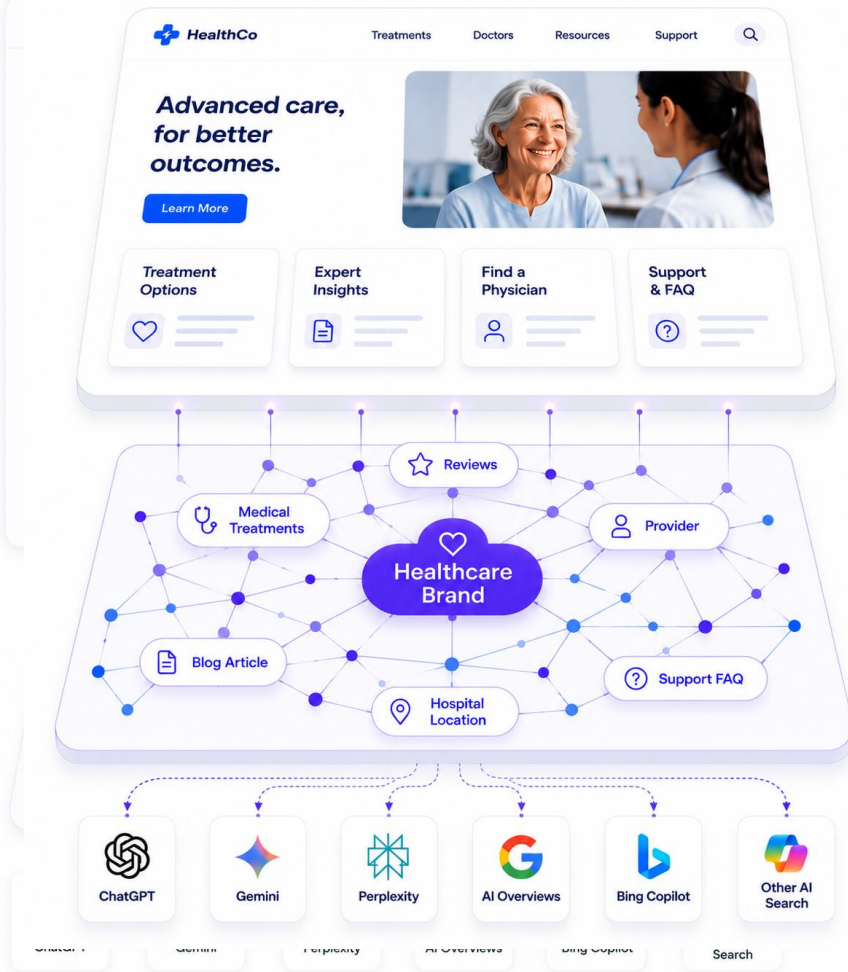
Schedule Appointment
[Schedule an Appointment](#)

More content isn't the answer to better AI understanding



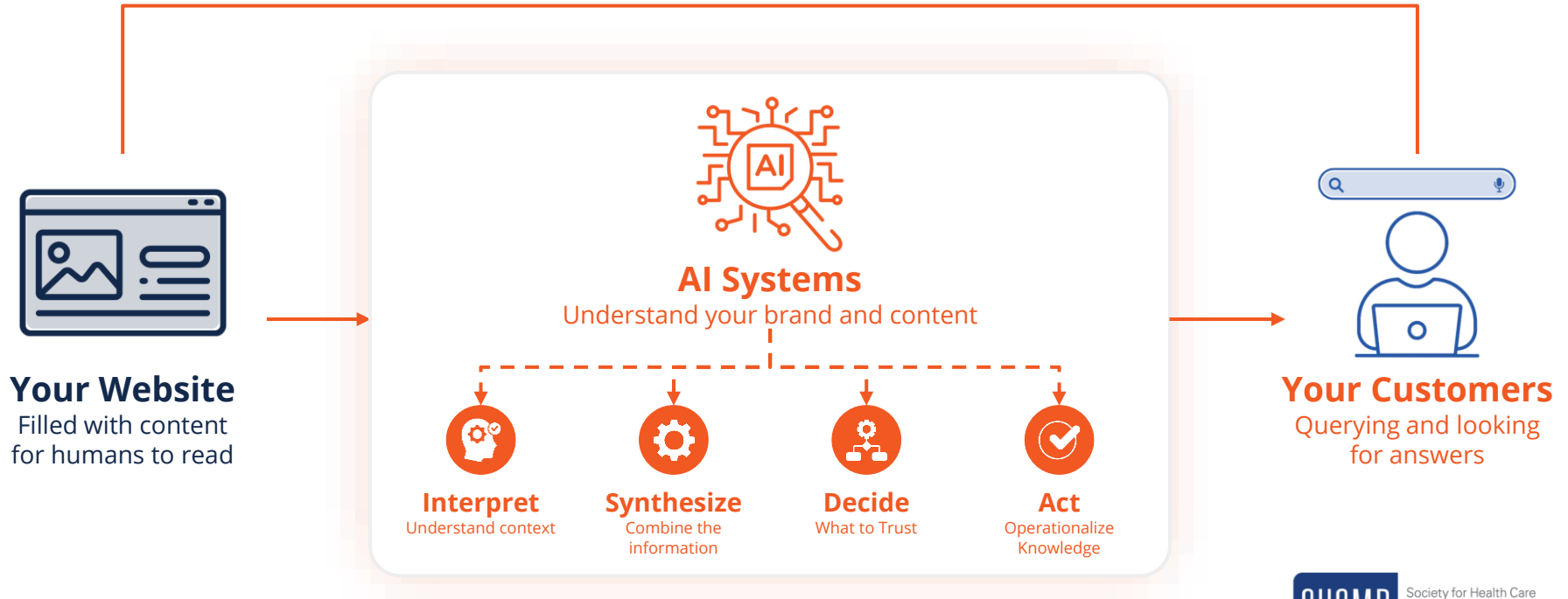
Inconsistent signals create **inconsistent understanding**

When AI gets it wrong, **your consumers lose trust.**



The role of your website has changed

Your website now serves **Humans and AI**



Most major AI assistants today are powered by Google or Bing

When you optimize for traditional search, you are also optimizing for AI search.

Source:

Feb 12, 2026 – Microsoft Bing – [Elevating the Role of Grounding on the AI Web | Bing Search Blog](#)

Aug 28, 2026 – Tim Soulo – [My 6 biggest takeaways about AEO](#)



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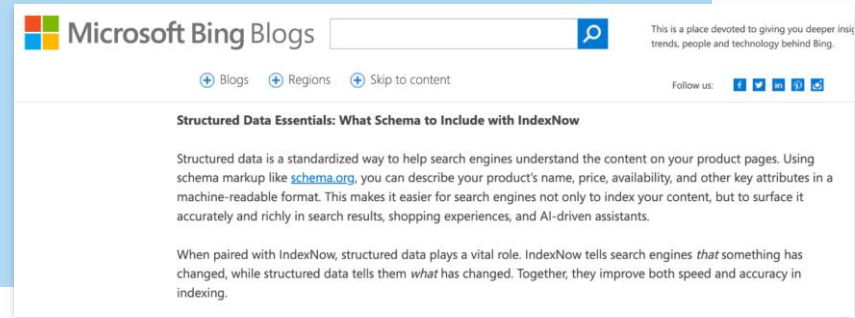
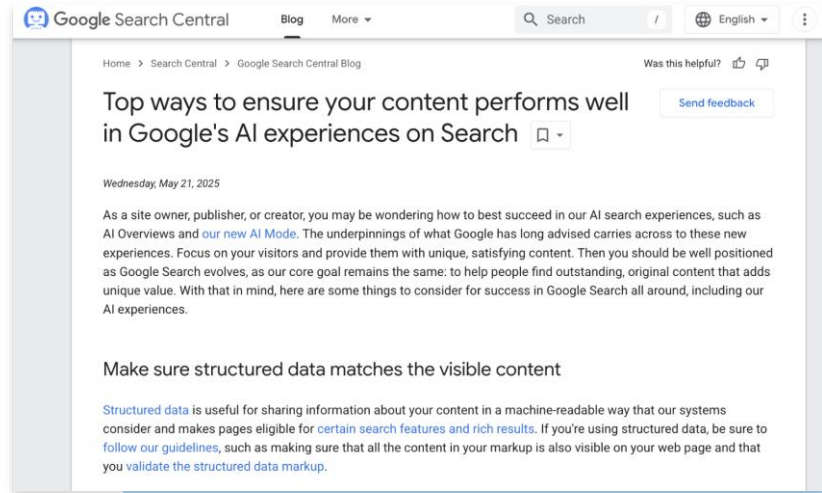
Google & Microsoft

both reiterated the importance of Structured Data for ensuring your content performs well on their AI experiences

Source:

Google Search Central Blog, [Top ways to ensure your content performs well in Google's AI experiences on Search](#)

Microsoft Bing Blogs, [IndexNow Enables Faster and More Reliable Updates for Shopping and Ads](#)



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AI needs structure and context

Structured Data

To help it interpret
information consistently

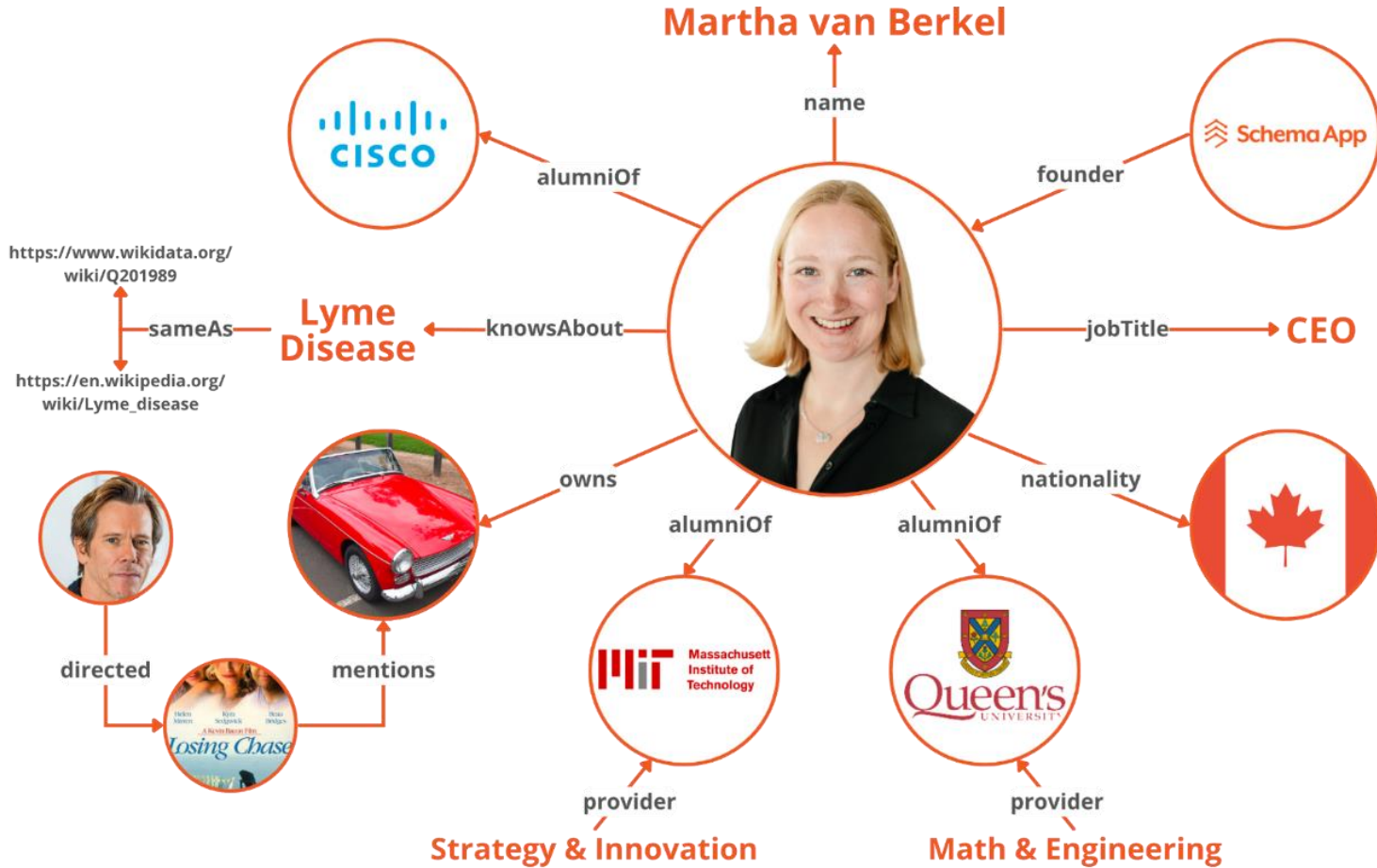
+

Context

To help it understand
meaning accurately

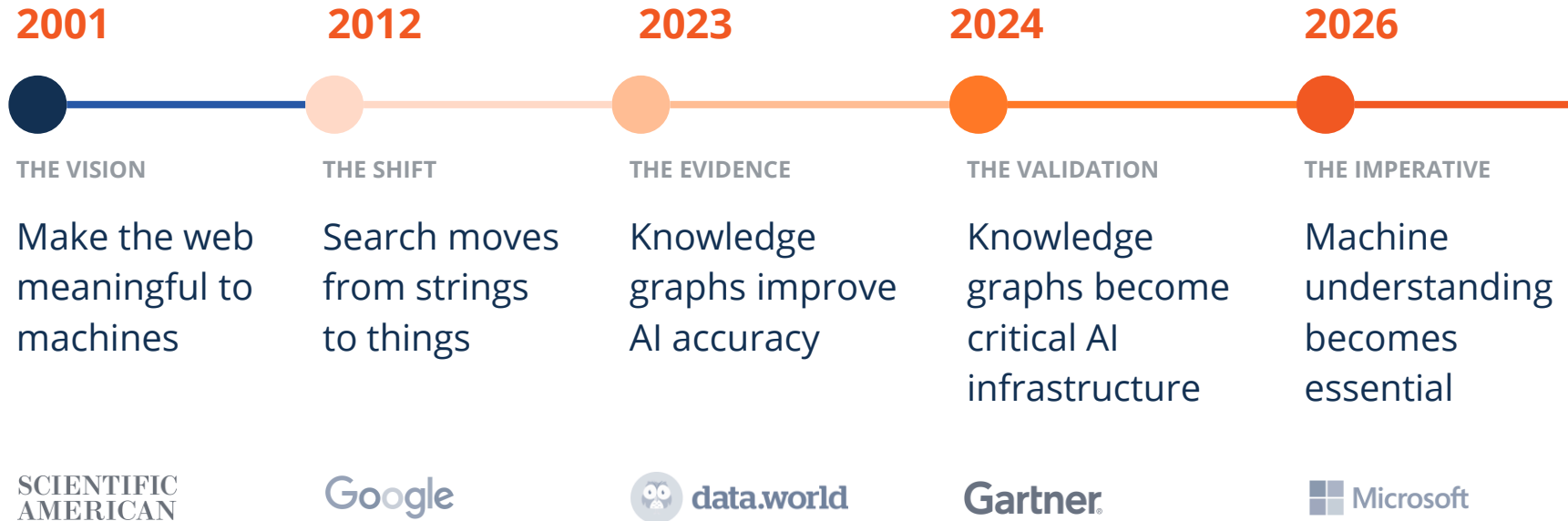


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The Semantic Web

From a *vision* to *critical infrastructure for AI*



Sources: [Scientific American \(2001\)](#) • [Google \(2012\)](#) • [Data.world \(2023\)](#) • [Gartner \(2024\)](#) • [Microsoft \(2026\)](#)

Knowledge Graphs

provide the foundation for more accurate, explainable, and trustworthy AI

300%

LLM Accuracy Increase

For enterprise LLM responses using KGs.

78%

Better Bot Accuracy

In customer service bots augmented with KGs.

29%

Faster Resolution

Reduction in resolution time for customer bots.

Reduced

Hallucinations

KG grounding significantly mitigates LLM errors.

Sources: [Data.world \(2023\)](#) • [LinkedIn \(SIGIR'24\)](#)
• [NUS + Cambridge \(OKGQA 2025\)](#)



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Development™

The Next Evolution Of AI Will Rely On Context Layers

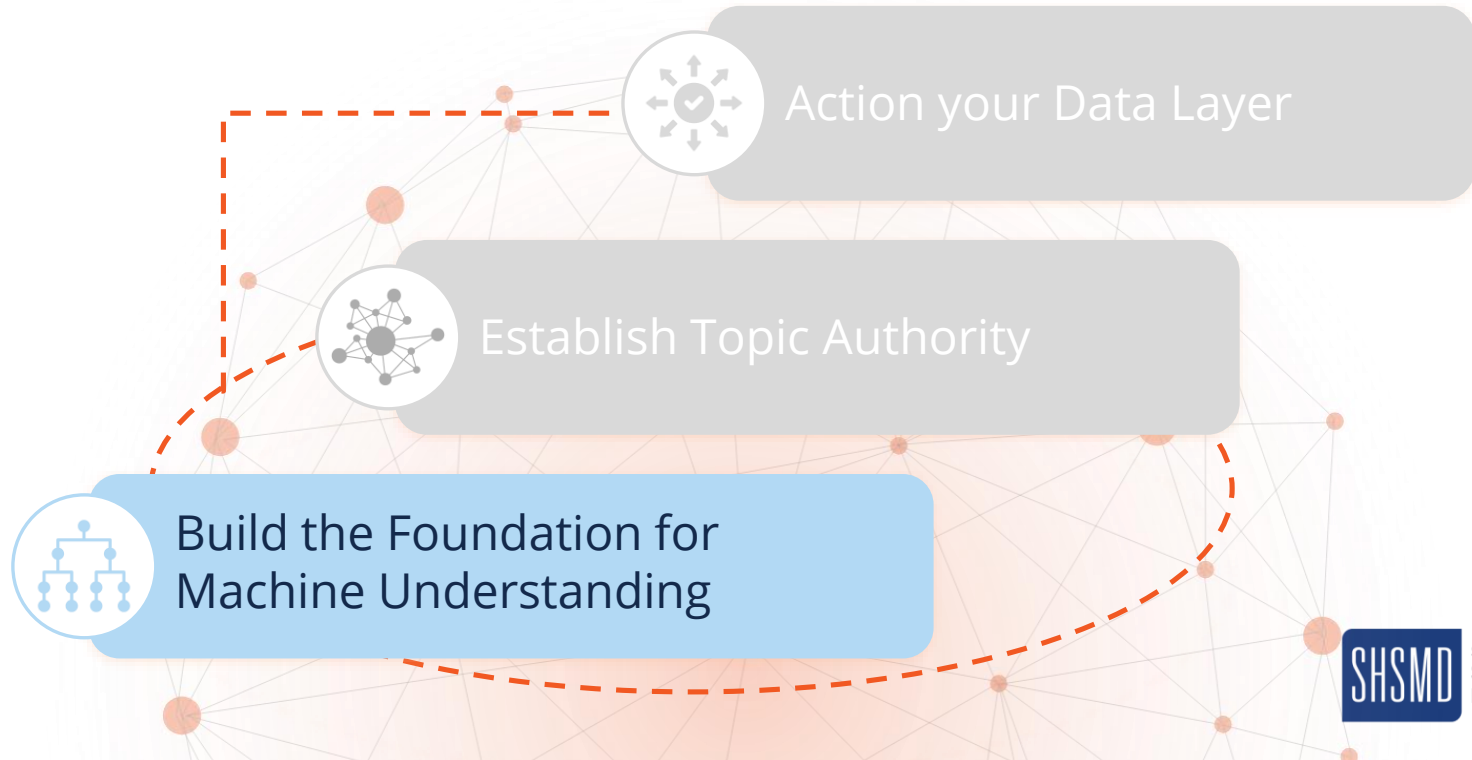
“The promise of neurosymbolic AI... will only be possible when underpinned by **trusted, governed business context**... A context layer is the next evolution of semantic layers and knowledge graphs, providing the **foundation for neurosymbolic AI context engineering and agentic AI applications.**”

Source: Forrester, Aug 20, 2026 – [The Next Evolution Of AI Will Rely On Context Layers](#)



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Building the Knowledge Graph for Marketing



What is Schema Markup?

- Data you add to your website to help search engines better understand your content and entities, to provide users with better search results
- Also known as Structured Data
- Uses Schema.org standard vocabulary to define and connect entities on your site
- Helps organizations achieve rich results on the SERP and control how their brand is understood by AI and search engines

Structured Data (aka Schema Markup) is Data for AI

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "MedicalOrganization",
  "@id": "https://www.hopkinsmedicine.org/#MedicalOrganization",
  "url": "https://www.hopkinsmedicine.org/",
  "name": "Johns Hopkins Medicine",
  "legalName": "The Johns Hopkins Health System Corporation",
  "description": "Discover how Johns Hopkins Medicine, headquartered in  
Baltimore, Maryland, is pushing the boundaries of biomedical discovery,  
transforming health care, advancing medical education and creating hope for  
humanity.",
  "naics": "622210",
  "areaServed": "http://www.wikidata.org/entity/Q13780930",
  "email": "support@schemaapp.com",
  "sameAs": "https://www.wikidata.org/wiki/Q50363516",
  "sameAs": "https://x.com/HopkinsMedicine",
  "sameAs": "https://www.linkedin.com/company/johns-hopkins-medicine",
  "sameAs": "https://www.instagram.com/HopkinsMedicine/",
  "sameAs": "https://www.instagram.com/HopkinsMedicine/",
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    "@id": "https://www.hopkinsmedicine.org/-/media/images/johns-hopkins-  
medicine-logo-horizontal-full-color.svg",
    "width": "2512",
    "width": "557",
    "url": "https://www.hopkinsmedicine.org/-/media/images/johns-hopkins-  
medicine-logo-horizontal-full-color.svg",
  }
}
</script>
```

Build the Foundation for Machine Understanding



Schema Markup

Quality

How specific your Schema Markup describes your content to machines



Schema Markup

Coverage

How much of your website's content is structured so machines can understand it



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Quality

Define

Use the right

Schema.org

Type to

categorize your

page



Physician

Back to search or New search



Eric H. Kossoff, MD
Pediatric Epilepsy Neurology • Neurology • Pediatric Neurology
Accepting New Patients
★★★★★ 5.0 of 5 stars • 39 ratings, 15 reviews

Highlights About Locations Experience Insurance Reviews

Highlights

Age Groups Seen
Infant 0-2 • Child 3-12 • Adolescent 13-17

In-Network Plans
View All Accepted Plans (12)

Johns Hopkins Affiliations:
Johns Hopkins School of Medicine Faculty

Languages
English

Gender
Male

Schedule Appointment
[Schedule an Appointment](#)

About Eric H. Kossoff

Professional Titles

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- Director, Pediatric Ketogenic Diet Center

Primary Academic Title
Professor of Neurology

Johns Hopkins Physician

Background

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Dr. Eric Kossoff is also very involved in teaching and is the Director of the [Pediatric Neurology Residency Program](#). He is a professor of neurology and pediatrics at the Johns Hopkins University School of Medicine. He is a co-author of Treatment of Pediatric Neurologic Disorders and the 7th edition of Ketogenic Diet Therapies.

Dr. Kossoff sees patients in the Johns Hopkins Outpatient Center (5th floor) in Baltimore on Tuesday afternoons and Thursday mornings. He sees patients at Green Spring Station on Wednesday afternoons. He also participates in telemedicine.

Dr. Kossoff received his medical degree from SUNY at Buffalo School of Medicine in New York. He went on to complete a residency in pediatrics at

Show More

Physician Type

A schema.org type

Thing > Organization > LocalBusiness > MedicalBusiness > Physician
 Thing > Organization > MedicalOrganization > Physician
 Thing > Place > LocalBusiness > MedicalBusiness > Physician

[more...]

An individual physician or a physician's office considered as a **MedicalOrganization**.

Property	Expected Type	Description
Properties from Physician		
availableService		Medical service available from this provider.
hospitalAffiliation	Hospital	A hospital with which the physician or office is affiliated.
medicalSpecialty	MedicalSpecialty	A medical specialty of the provider.
occupationalCategory	CategoryCode or Text	A category describing the job, preferably using a term from a taxonomy such as BLS O*NET-SOC , ISCO-08 or similar, with the property repeated for each applicable value. Ideally the taxonomy should be identified, and both the textual label and formal code for the category should be provided. Note: for historical reasons, any textual label and formal code provided as a literal may be assumed to be from O*NET-SOC .
usNPI	Text	A National Provider Identifier (NPI) is a unique 10-digit identification number issued to health care providers in the United States by the Centers for Medicare and Medicaid Services.
Properties from LocalBusiness		
currenciesAccepted	Text	The currency accepted. Use standard formats: ISO 4217 currency format, e.g. "USD"; Ticker symbol for cryptocurrencies, e.g. "BTC"; well known names for Local Exchange Trading Systems (LETS) and other currency types, e.g. "Ithaca HOUR".
openingHours	Text	The general opening hours for a business. Opening hours can be specified as a weekly time range, starting with days, then times per day. Multiple days can be listed with commas, separating each day. Day or time ranges are specified using a hyphen '-'. - Days are specified using the following two-letter combinations: Mo, Tu, We, Th, Fr, Sa, Su. - Times are specified using 24:00 format. For example, 3pm is specified as 15:00, 10am as 10:00. - Here is an example: <code><time itemprop="openingHours" datetime="Tu, Th 16:00-20:00">Tuesdays and Thursdays 4-8pm</time></code>. - If a business is open 7 days a week, then it can be specified as <code><time itemprop="openingHours" datetime="Mo-Su">Monday through Sunday, all day</time></code>.
paymentAccepted	Text	Cash, Credit Card, Cryptocurrency, Local Exchange Traded System, etc.
priceRange	Text	The price range of the business, for example "\$\$".
Properties from Place		
additionalProperty	PropertyValue	A property-value pair representing an additional characteristic of the entity, e.g. a product feature or another characteristic for which there is no matching property in schema.org. Note: Publishers should be aware that applications designed to use specific schema.org properties (e.g. https://schema.org/width , https://schema.org/color , https://schema.org/ingredient15 , ...) will typically expect such data to be provided using those properties, rather than using the generic property/value mechanism.

Quality

Depth

Leverage the
Schema.org
properties to
describe your
content in detail



SEARCH >

Back to search or New search

Share: Print



Eric H. Kossoff, MD

name

Pediatric Epilepsy Neurology • Neurology • Pediatric Neurology

medicalSpecialty

Accepting New Patients

5

★★★★★ 5.0 of 5 stars 39 ratings, 15 reviews

aggregateRating

Highlights About Locations Experience Insurance Reviews

Highlights

Age Groups Seen

Infant 0-2 • Child 3-12 • Adolescent 13-17

In-Network Plans

View All Accepted Plans (12)

Johns Hopkins Affiliations

Johns Hopkins School of Medicine Faculty

memberOf

Languages

English

knowsLanguage

Male

Schedule Appointment

Schedule an Appointment

potentialAction

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description

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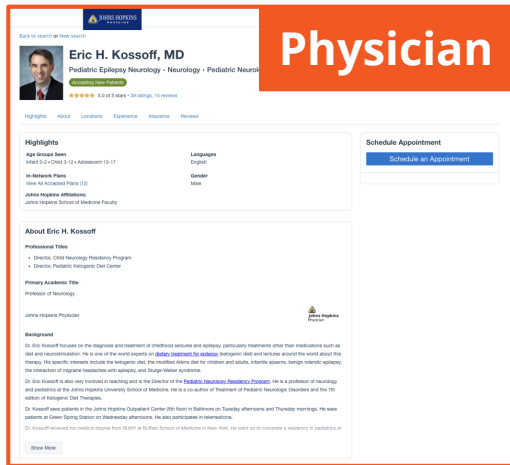
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Show More

Coverage

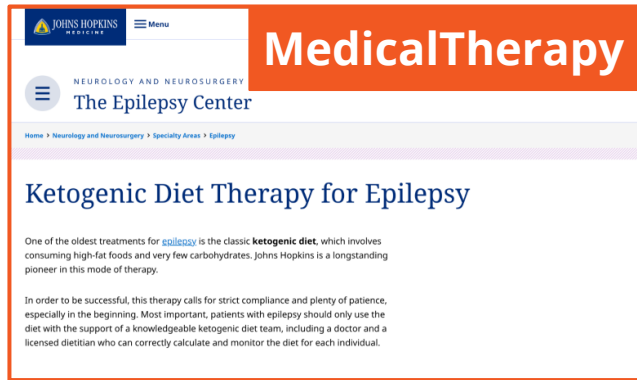
Breadth Implement Schema Markup on all key pages on your website



Physician

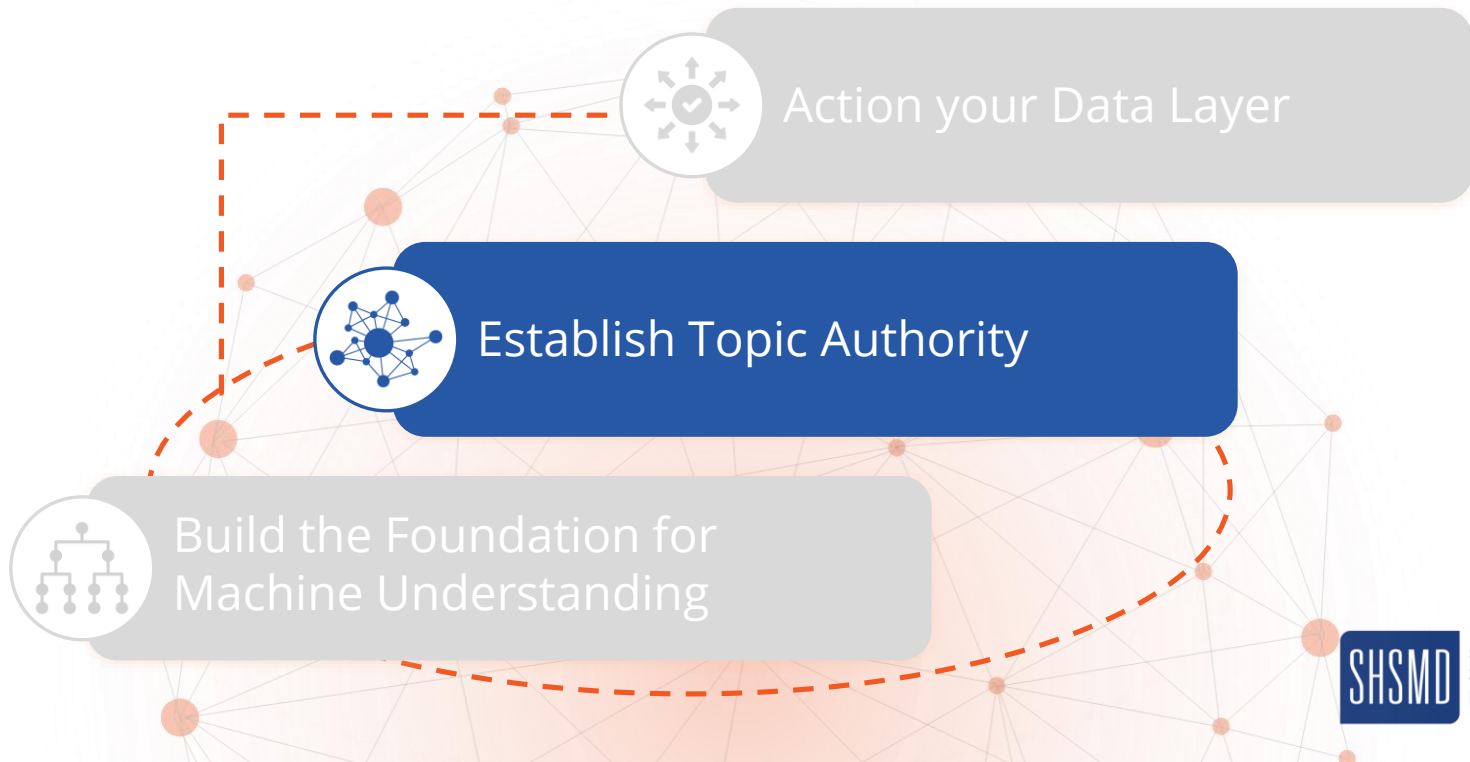


Hospital



MedicalTherapy

Building the Semantic Data Layer for Marketing



Connect

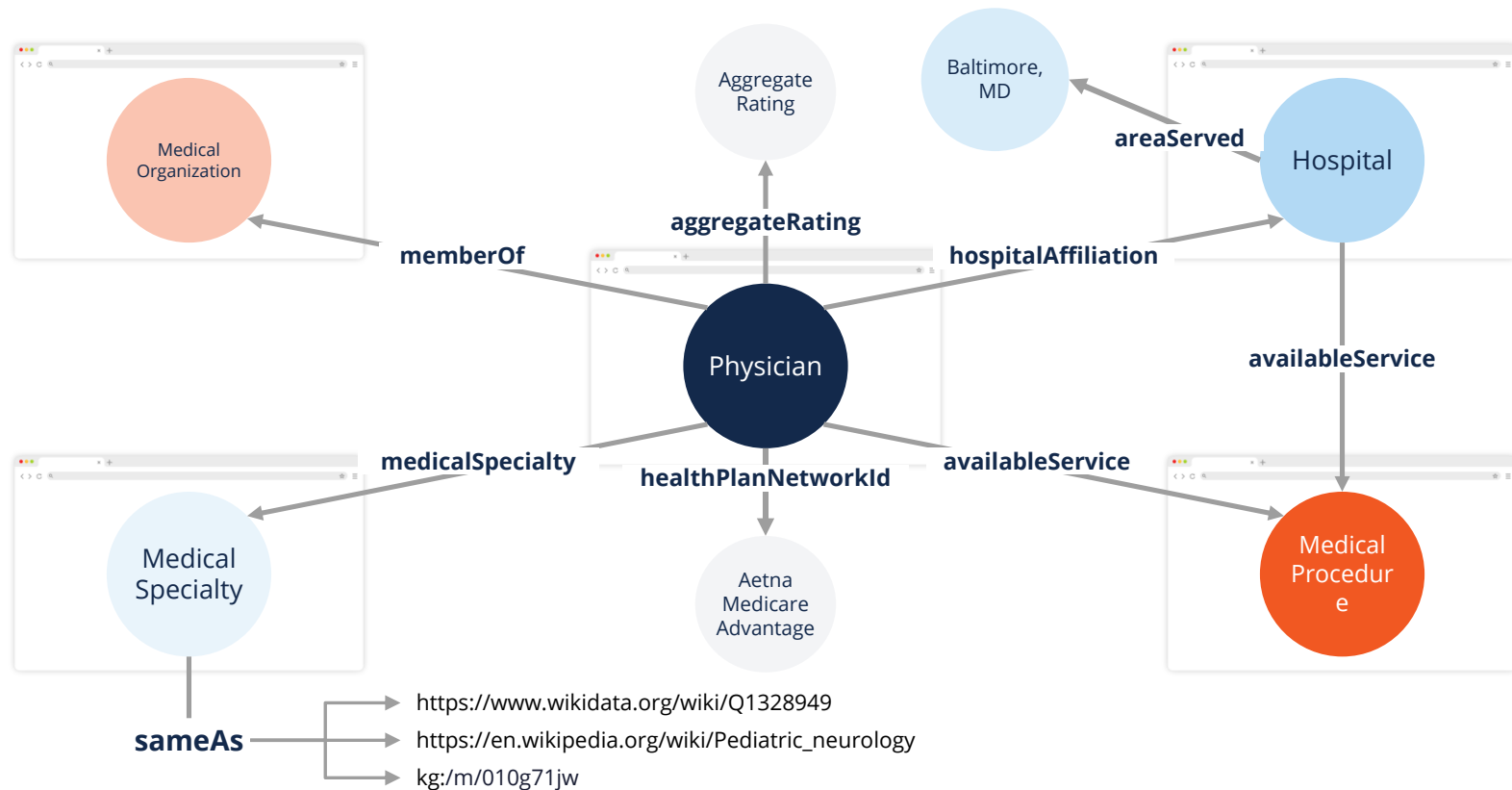
Entity Linking

Define your Business Concepts and provide **context** to AI and machines

- Internal entities from your Content Knowledge Graph
- External authoritative sources (Wiki, Google)

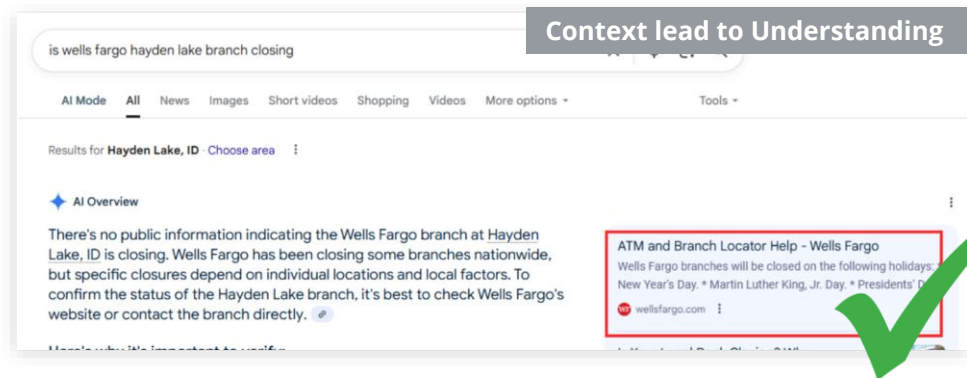
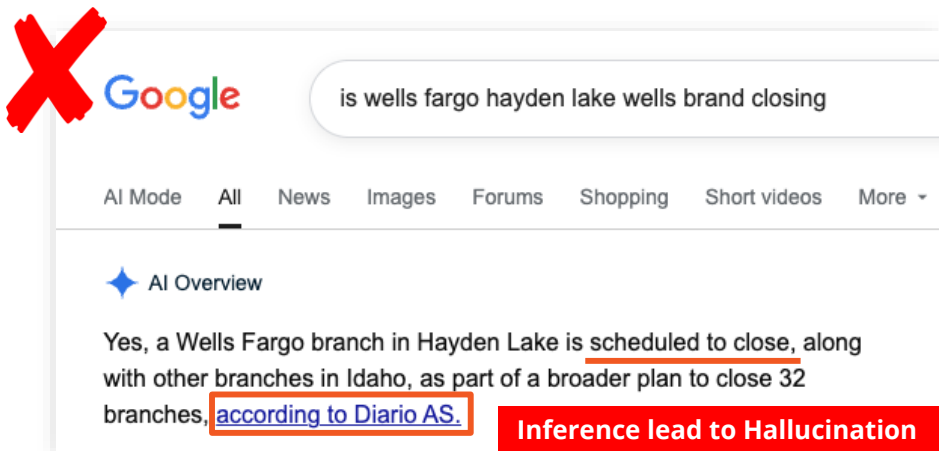


“Who are the top-rated pediatric neurologists near Baltimore specializing in epilepsy and accepts Aetna Medicare Advantage?”





**With Structured
Data & Context,**
we resolved AI
misinformation in
minutes.



Source: Schema App, Nov 24, 2025 – [How Wells Fargo Used Schema Markup to Solve AI Search Hallucinations](#)



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Used Entity Linking to
increase top-of-funnel
organic visibility for new
career pages

113%↑

clicks

119%↑

impressions

Developed a knowledge graph to
support brand control on AI platforms

Source: Schema App, Mar 30, 2026 – [How Henry Ford Health's SEO Team Outperforms Competitors in AI Search](#)

The screenshot displays the Henry Ford Health website's Apprenticeships page. The header includes the Henry Ford Health logo and navigation links for Doctors, Locations, Services, Patient Portals, and More. A search bar is located in the top right corner. The main navigation menu lists Careers > Apprenticeships. The page title is "Apprenticeships at Henry Ford Health". A large image shows three healthcare professionals in a clinical setting. Below the image, the text reads "Get paid to build a rewarding career" and "Open the door to opportunity". A list of bullet points highlights the benefits of the program, including projected growth in healthcare occupations, completion of U.S. Department of Labor approved training, and hiring as full-time employees. A section titled "Choose your program:" lists five options: Eye Care Assistant, Medical Assistant Apprenticeship, Nursing Assistant Apprenticeship, Pharmacy Technician Apprenticeship, and Surgical Technologist Apprenticeship. A small image shows a healthcare worker in a pharmacy setting. The page concludes with the text "Get support while you learn" and a description of the mentorship and training provided. A blue footer bar contains the text "Take the Next Step" and "Interested in learning more or applying for an apprenticeship?", followed by a "Contact Us" button with a right arrow.

HENRY FORD HEALTH+

Doctors Locations Services Patient Portals More

Search

Careers > Apprenticeships

Careers

Apprenticeships

Eye Care Assistant

Medical Assistant Apprenticeship

Nurse Assistant Apprenticeship

Pharmacy Technician Apprenticeship

Surgical Technologist

Apprenticeships at Henry Ford Health



Get paid to build a rewarding career

Henry Ford Apprenticeship Programs empower students and other job seekers with skills and credentials that pave their way to future healthcare careers. As a Henry Ford apprentice, you will gain valuable hands-on experience under the direction of a supervisor—while getting paid to learn. This enables you to discover your own unique talents and maximize your potential, as you contribute to the future of health.

Open the door to opportunity

- Employment in healthcare occupations is projected to grow 16% through 2030, faster than all other occupations and adding about 2.6 million new jobs.
- Apprentices complete U.S. Department of Labor approved training and the related certification exam while gaining hands-on experience.
- Henry Ford apprentices are hired as full-time employees.

Choose your program:

- > Eye Care Assistant
- > Medical Assistant Apprenticeship
- > Nursing Assistant Apprenticeship
- > Pharmacy Technician Apprenticeship
- > Surgical Technologist Apprenticeship



Get support while you learn

As a Henry Ford Apprentice, you will work under the direction of an experienced supervisor, so you can build confidence as you learn to perform your job safely and effectively. You will also receive training and mentorship from fellow team members who want you to succeed.

Take the Next Step

Interested in learning more or applying for an apprenticeship?

Contact Us >



Used Entity Linking to win
local search & future-proof
their SEO

25%↑ clicks

30%↑ impressions for
non-branded entity queries

Source: Schema App, May 7, 2025 - [How Brightview Senior Living Used Entity Linking to Win Local Search & Future-Proof Their SEO](#)

WELCOME CENTER OPEN

Brightview Holmdel

(848) 301-2741

2129 State Route 35
Holmdel, NJ 07733
GET DIRECTIONS

The only true senior Independent Living community in Holmdel, NJ

Enjoy your independence without the hassle of chores and home maintenance -

experience the benefits of resort-style senior living with B

conveniently to Route 35 and **Holmdel Towne Center**, Brig

community in Monmouth County, New Jersey serves resic

Independent Living, Assisted Living, and Dementia Care i

Middletown, Keyport, Union Beach, Keansburg, Mt. Pleasant

@type	LocalBusiness
name	Brightview Holmdel
parentOrganization	
@type	Organization
name	Brightview Senior Living
url	https://www.brightviewseniorliving.com/
areaServed	
@type	Place
name	Hazlet
sameAs	https://en.wikipedia.org/wiki/Hazlet,_New_Jersey
sameAs	kg:/m/0xq30
areaServed	
@type	Place
name	Holmdel
sameAs	kg:/m/010dwf
sameAs	https://en.wikipedia.org/wiki/Holmdel_Township,_New_Jersey
areaServed	
@type	Place
name	Holmdel Towne Center
sameAs	kg:/g/1tgzc7nd

How to determine whether a site is using Schema Markup

Using the [Schema.org Validator](https://validator.schema.org/) (https://validator.schema.org/)

The screenshot displays the Schema.org Validator interface. The top navigation bar includes links for Schema.org, Documentation, Schemas, Validate, and About. A search bar is located on the right. The URL being validated is <https://www.schemaapp.com/>. The left pane shows the raw HTML code with line numbers 1 through 32. The right pane displays the validation results for the 'Organization' schema type.

Organization (All (1) ▾)

0 ERRORS 0 WARNINGS

@type	Organization
@id	https://www.schemaapp.com/#Organization
description	Schema App is an end-to-end Schema Markup solution that helps enterprise SEO teams develop a knowledge graph and drive search performance.
areaServed	https://www.wikidata.org/wiki/Q16
areaServed	https://www.wikidata.org/wiki/Q46
areaServed	https://www.wikidata.org/wiki/Q49
areaServed	https://www.wikidata.org/wiki/Q664
areaServed	https://www.wikidata.org/wiki/Q30
areaServed	https://www.wikidata.org/wiki/Q408
areaServed	http://www.wikidata.org/entity/Q15780930
keywords	Structured Data
keywords	Knowledge Graph
keywords	Rich Results
keywords	Semantic Search
keywords	Search Engine Optimization

Ensure your Schema Markup is AI- Ready

- ☐ **Define:** Use the right [Schema.org](https://schema.org) Type to categorize your page
- ☐ **Depth:** Use relevant [Schema.org](https://schema.org) properties that describe the content visible on your page
- ☐ **Breadth:** Implementing Schema Markup on all key pages on your website
- ☐ **Connected:** Use Entity Linking to describe the content and entity relationships on your key pages within your Schema Markup

How to measure the ROI from Schema Markup

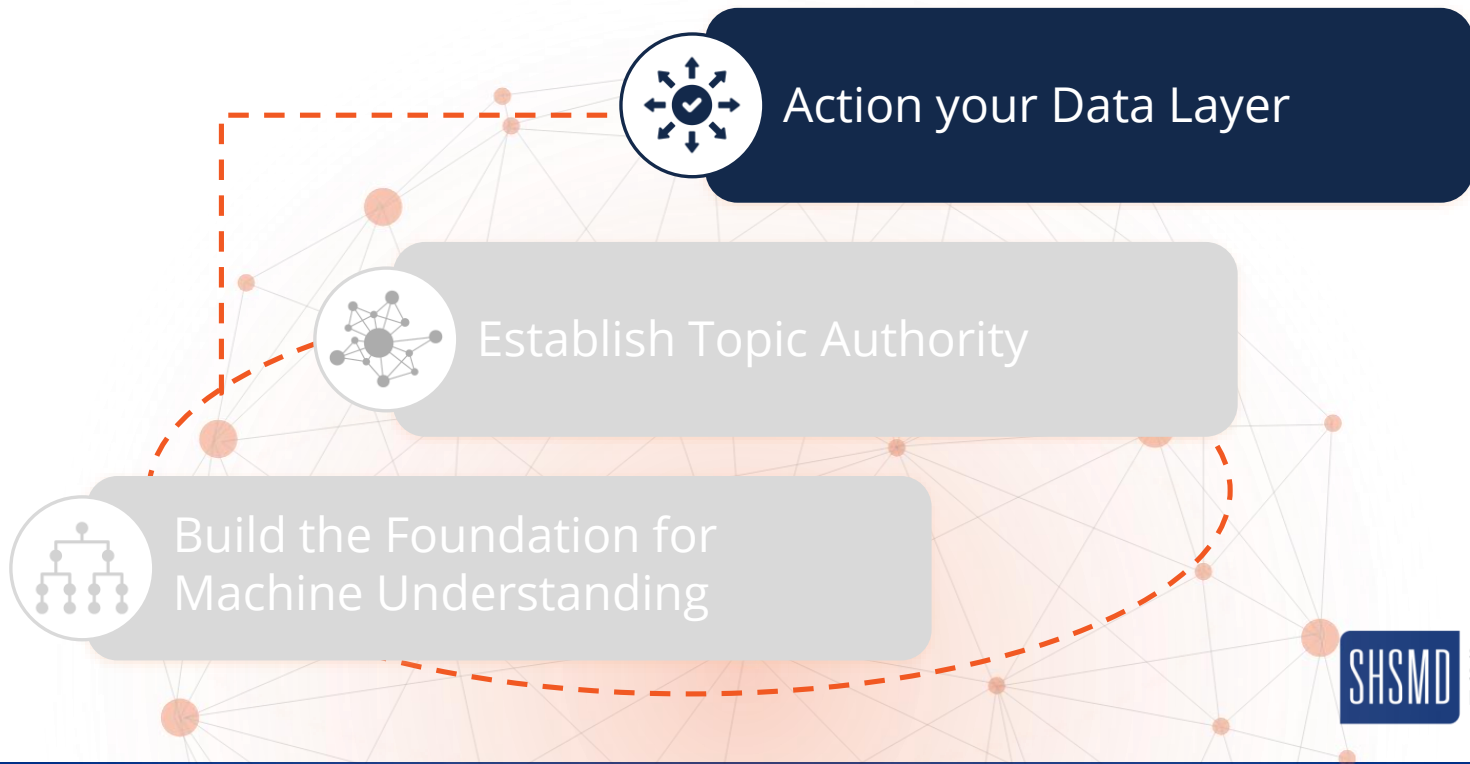
Old Search Metrics

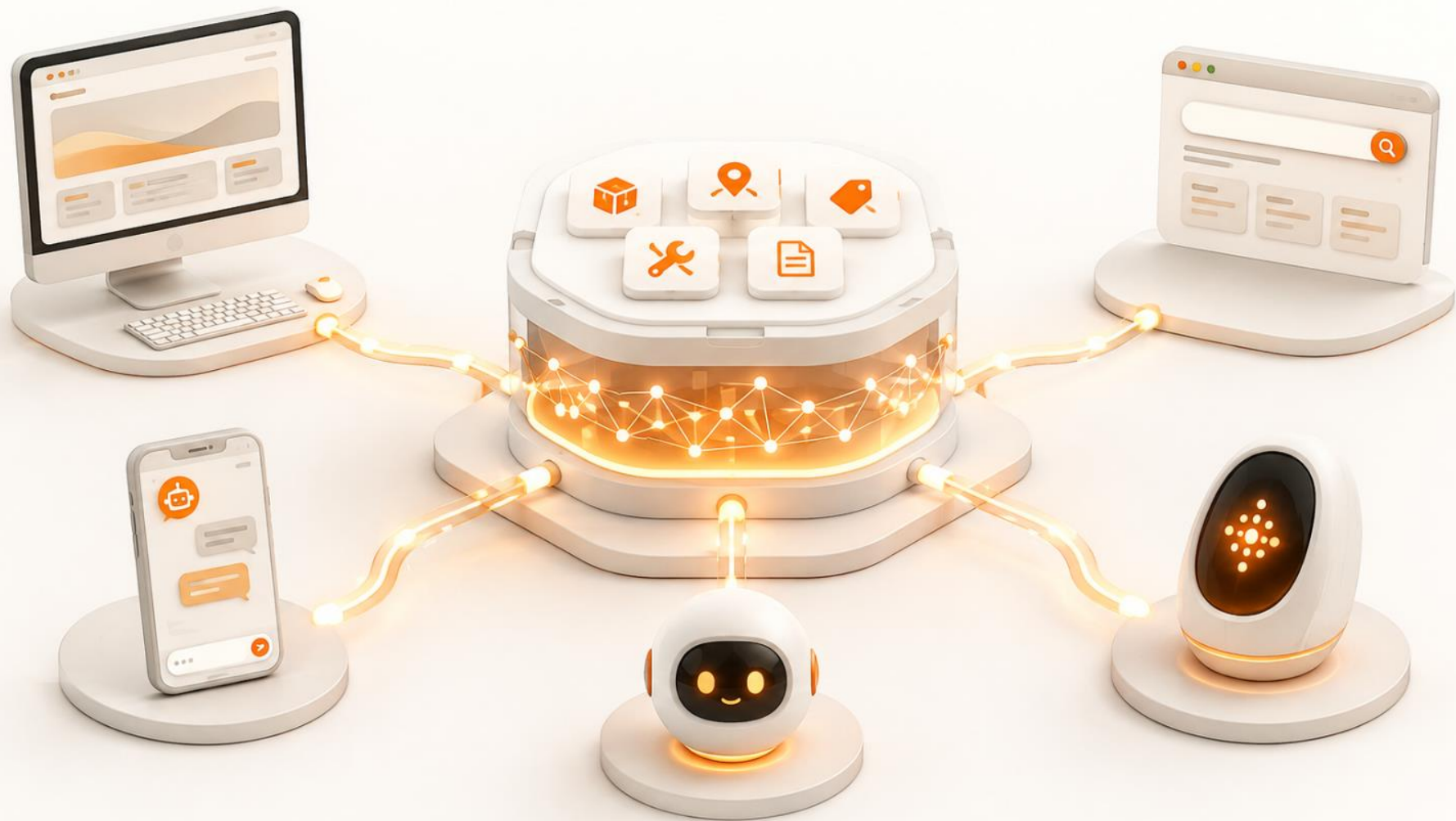
- Clicks
- Impressions
- CTR
- Rankings
- Non-branded search

New Search Metrics

- Old search metrics
- AI Overview Citations
- AI Overview Visibility
- AI Referral Traffic (GA4)
- Engagement from AI referral traffic
- Website Conversions

Building the Semantic Data Layer for Marketing

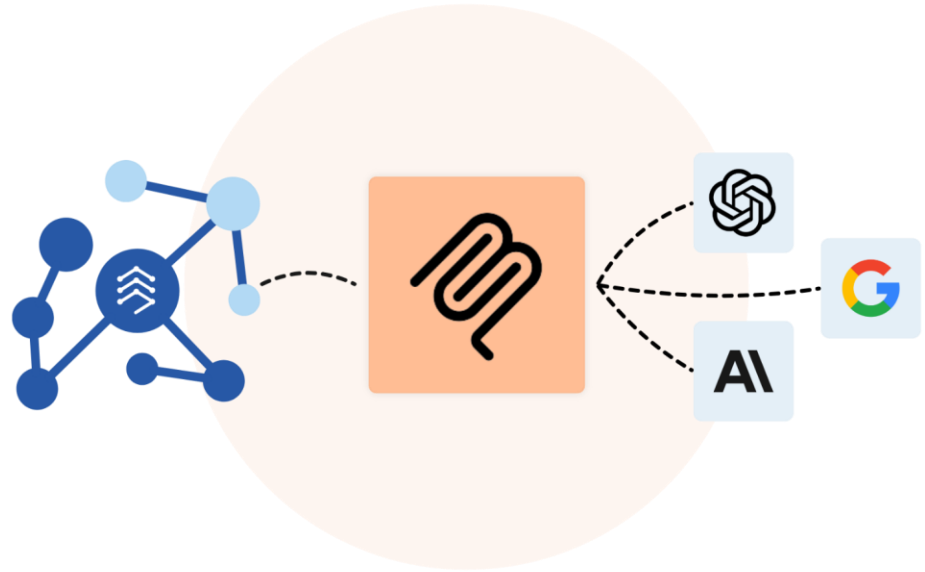






How Agents Can Talk to Your Data

- **Model Context Protocol (MCP)**
- **Microsoft NLWeb**
- **Agentic Resource Discovery (ARD)**



Source:

Schema App, Aug 27, 2025 – [What is Model Context Protocol \(MCP\)?](#)

Schema App, Aug 21, 2025 – [What is NLWeb? Consuming Schema Markup for AI Applications](#)

AgenticResourceDiscovery.org – [Agentic Resource Discovery Specification](#)



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Create Certainty in an Uncertain AI Landscape

Schema markup provides AI systems clearer, structured context about your brand and content.



BUILD TRUST

Establish authoritative facts about your organization



REDUCE AMBIGUITY

Help AI interpret your Business (Entities) correctly



PREPARE FOR ACTION

Make content discoverable by AI agents

Key Takeaways

1

Structured data is foundational infrastructure for AI

Treat it as an enterprise capability—not simply an SEO tactic.

2

Turn your website into an authoritative source of context

Connect information about your providers, services, specialties, locations and organization through a semantic data layer.

3

Prioritize the quality of your Schema Markup

Make it accurate, complete and connected to reduce ambiguity and help prevent AI from misrepresenting your organization.



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Thank you!

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